

Message Text

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ACTION COME-00

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FM AMEMBASSY LONDON

TO SECSTATE WASHDC 7257

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E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: DESK STUDY: UK MARKET FOR INDUSTRIAL PLANT
MAINTENANCE PRODUCTS, EQUIPMENT, AND SYSTEMS (PEMEC)

REF: NORRIS/KEMP TELECON, JAN. 8, 1975; STATE 6660

1. LTC STAFF MET WITH CLAPP & POLIAK EUROPE LTD.
MANAGING DIRECTOR RICHARD COPELY-SMITH 1/14 TO DISCUSS
PEMEC CONTENT AND SHOW ARRANGEMENTS. VISITOR WAS GIVEN
OUTLINE OF LTC PROMOTIONAL PROGRAM AND PHYSICAL SET-UP
OF CATALOG SHOWS. THEME AND VEHICLE SEEM GOOD ONES,
PARTICULARLY SINCE MOOD OF MANY SECTORS OF BRITISH
INDUSTRY AT PRESENT IS TO KEEP EXISTING PLANT WORKING
AT MOST EFFICIENT LEVEL, WITH REPLACEMENT OF CAPITAL
GOODS POSTPONED UNTIL BUSINESS UP-TURN SEEN.

2. ANALYSIS OF PLANT MAINTENANCE MARKET IS COMPLICATED
BY VAST VARIETY OF ITEMS INCLUDED (SOME 300 ITEMS IN
THIS SHOW ALONE) AND FACT THAT THEME IS NOT INDUSTRY
CATEGORY OR SUBCATEGORY THEREOF IN ANY STATISTICAL
COMPILATION OF WHICH WE PRESENTLY AWARE. POST THEREFORE
SELECTING LIMITED NUMBER OF PRODUCTS THAT APPEAR LOGICAL
FOR PROMOTION IN UK MARKET, AND CONSULTING APPROPRIATE
TRADE ASSOCIATIONS RE THESE AND TOTAL MARKET VOLUME.
FOR CLEANING EQUIPMENT AND MATERIALS, SPECIAL PROBLEM
WILL BE THAT OF SEPARATING INDUSTRIAL BUSINESS FROM
INSTITUTIONAL, HOTELS, OFFICE CLEANING ETC., WHICH
LUMPED TOGETHER IN ANNUAL TURNOVER FIGURES. HOWEVER,
ANTICIPATE COMPLETION OF DESK STUDY BY REQUESTED DATE.

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3. AS SUGGESTED IN PARA 1, OUR INITIAL REACTION IS THAT
PRODUCT AREA IS A HEALTHY ONE AND DESERVING OF FAIRLY
BROAD-BRUSH TREATMENT IN EXHIBIT MAKE-UP. TECHNICAL
EXPERT SHOULD BE AUTHORITY ON WIDE RANGE OF INDUSTRIAL
MAINTENANCE ACTIVITIES, AND WE ARE INTERESTED TO HEAR
AS TO POSSIBLE AVAILABILITY OF LEO SPECTER. ALSO
SUGGEST CHICAGO SHOW SET FOR MAY 1975 BE USED FOR
ACTIVE PROCUREMENT OF PARTICIPANTS. THIS SHOULD GET
CATALOGS INTO EMBASSY HANDS BY LATE JUNE, PERMITTING
COMPLETION AND PRINTING OF CATALOG/INDEX BY MID-AUGUST.
SPIERS

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